

# CITY OF MCKINNEY, TEXAS



## Legislation Details (With Text)

**File #:** 17-654      **Name:** Volunteer McKinney (P&C #17-08)  
**Type:** Agenda Item      **Status:** Discussion Item  
**In control:** McKinney Community Development Corporation  
**On agenda:** 6/29/2017      **Final action:**  
**Title:** Consider/Discuss Promotional and Community Event Grant Application Submitted by Volunteer McKinney (P&C #17-08), in the Amount of \$5,000 for the Marketing, Promotion and Advertising of the 2017 Santa on the Square Event  
**Indexes:**  
**Attachments:** 1. Application

Date	Ver.	Action By	Action	Result
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Consider/Discuss Promotional and Community Event Grant Application Submitted by Volunteer McKinney (P&C #17-08), in the Amount of \$5,000 for the Marketing, Promotion and Advertising of the 2017 Santa on the Square Event

**COUNCIL GOAL:** Enhance the Quality of Life in McKinney

**MEETING DATE:** June 29, 2017

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

### ITEM SUMMARY:

- Volunteer McKinney is requesting a grant in the amount of \$5,000 for marketing, promotion and advertising of the 2017 Santa on the Square event.
- The event will be held November 24 through December 17, 2017.

### BACKGROUND INFORMATION:

- Volunteer McKinney was established in 1998.
- The mission of Volunteer McKinney is to connect people to their passion through volunteerism and strengthen McKinney area nonprofits through training and collaboration.

### FINANCIAL SUMMARY:

- MCDC's allocation for Promotional and Community Event grants for this cycle is \$50,000.
- MCDC has not granted Volunteer McKinney a Promotional and Community Event grant for this event in the past.

